

**Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.



Reserve  
A280.3939  
M34C

APRIL-JUNE 1965

U. S. DEPT. OF AGRICULTURE  
NATIONAL AGRICULTURAL LIBRARY

DEC 21 1965

CURRENT SERIAL RECORDS

**CONSUMER PURCHASES OF**

**CITRUS**

• **Fruit**

• **Juices**

• **Drinks**

**AND OTHER PRODUCTS**

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections; and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

## CONTENTS

	Page
Highlights .....	3
Frozen concentrated juices .....	4
Single-strength juices .....	6
Fruit drinks .....	8
Citrus sections and salads .....	9
Fresh oranges and grapefruit .....	10

## Tables and Figures

Frozen concentrated orange juice .....	12
Chilled orange juice .....	13
Canned single-strength orange juice .....	14
Canned single-strength grapefruit juice .....	15
Prune juice .....	16
Canned grapefruit sections .....	17
Miscellaneous canned single-strength juices .....	18
Miscellaneous frozen concentrated juices .....	18
Total frozen concentrated juices .....	19
Total frozen concentrated fruit drinks .....	19
Chilled citrus salads and sections .....	19
Total canned single-strength juices .....	20
Total canned single-strength fruit drinks .....	20
Fresh oranges .....	21
Fresh grapefruit .....	21
Equivalent single-strength purchases of juices and drinks .....	22
Prices paid per 6-ounce serving .....	23
Expenditures per buying family .....	24
Expenditures by product .....	25
Summary of purchases in current and year-earlier quarter .....	26
Consumer purchases (figure) .....	27
Percentage of families buying (figure) .....	27
Consumer expenditures (figure) .....	28

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America

December 1965



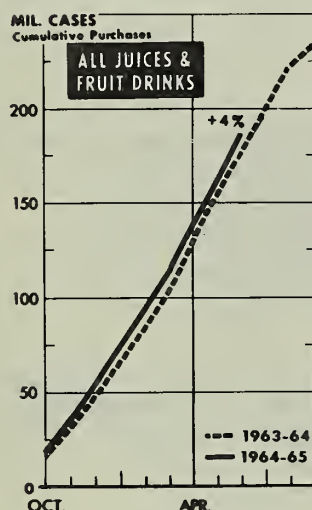
# CONSUMER PURCHASES OF CITRUS FRUIT, JUICES, DRINKS, AND OTHER PRODUCTS APRIL-JUNE 1965

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

## HIGHLIGHTS

Consumer purchases of reported fruit juices and fruit drinks in April-June 1965 were up 5 percent--3 million cases, single-strength equivalent--in comparison with the same quarter of 1964. The rise in volume was accounted for by sharp increases in purchases of citrus juices that more than offset declines in purchases of noncitrus juices and fruit drinks. The upturn in citrus items stemmed from the largest orange and grapefruit crops since the December 1962 freeze.



Purchases of frozen concentrated orange juice, the dominant product, were up 44 percent as prices dropped 29 percent. More moderate purchase gains and less drastic price declines were reported for chilled and canned single-strength orange juices. Canned grapefruit juice purchases were double the year-earlier volume.

Purchases of prune juice were steady, but movement of other noncitrus juices was off 4 percent and fruit drinks were off 12 percent.

As a result of these shifts, citrus juices accounted for 36 percent of all juices and drinks bought for household use in April-June, compared with only 26 percent a year earlier.

## Distribution of household market, April-June

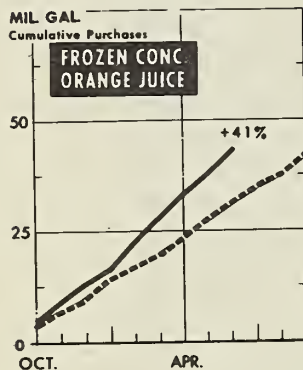
	1964	1965
Frozen concentrated orange juice	19%	27%
Other citrus juices	7%	9%
Noncitrus juices	30%	27%
Fruit drinks	44%	37%
Total	100%	100%

Fresh oranges were bought in slightly greater volume than a year earlier, but purchases of fresh grapefruit were up 52 percent. Purchases of canned grapefruit sections also increased rather sharply in contrast to a slowdown in use of chilled citrus salads and sections.

October-June cumulative purchases of fruit juices and drinks exceeded the year-earlier volume by 4.5 percent or 8 million cases. (See figure in margin.) Cumulative use of fresh oranges held about the same, but use of fresh grapefruit was up sharply.

### FROZEN CONCENTRATED JUICES

#### Comparatively Few Buy Frozen Concentrated Orange Juice



Consumer purchases of frozen concentrated orange juice in April-June 1965 were up 44 percent and prices down 29 percent in comparison with the corresponding quarter of 1964. The rise in purchases was brought about by an increase in the number of families buying coupled with a larger average purchase. (see tables 1, 16-19, and figures 7-9.)

Production of the concentrate in 1964-65 was the second largest of record. In contrast, production in 1963-64 was about the lowest since the early 1950s.

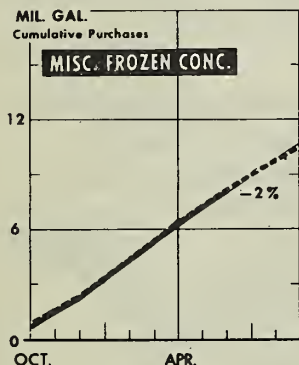
In more detail, size of purchase was up 20 percent to 8 cans per buying family per month in April-June, and the proportion of the Nation's families that bought rose from 20 to 24 percent per month. Prices paid remained on the decline and at 18.6 cents per 6-ounce can in April-June were the lowest in 3 years.

In comparison, the proportion of the Nation's families that purchase frozen concentrated orange juice has been below the 25 percent level in about one-fourth of the months in the 12-year period beginning October 1952. Retail prices ranged from 22 to 28 cents per 6-ounce can in most of the months in which comparatively few families bought. On the other hand, 27 to 32 percent of families bought in months in which retail prices were about the same as in April-June 1965.



October-June cumulative purchases of frozen concentrated orange juice were up 41 percent or 12.5 million gallons from corresponding months of 1963-64. (See figure in margin.) Nevertheless, except for freeze years, October-June purchases were the lowest since the early 1950s.

#### Purchases of Miscellaneous Frozen Concentrates on Downturn

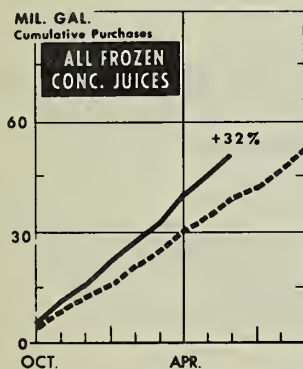


April-June purchases of miscellaneous frozen concentrated juices, such as grape, pineapple, and blends, were off slightly from a year earlier. This was a continuation of a slowdown in purchases that has plagued these juices for more than a year. (See tables 8, 16-19, and figure 8.)

The loss in retail sales was brought about by a decrease in the number of families buying these products.

Retail prices were off 5 percent from a year earlier to 20.1 cents per 6-ounce can. The markdown was comparatively small, and for the first time in 2 years these noncitrus products were more expensive than frozen concentrated orange juice.

#### Frozen Concentrated Juices Take Over Larger Share of Market



The total quantity of frozen concentrated juices bought by household consumers in April-June exceeded the year-earlier volume by 34 percent or 4.7 million gallons. Despite this gain, however, purchases remained well below prefreeze levels. (See tables 9, 18 and 19, and figures 7 and 9.)

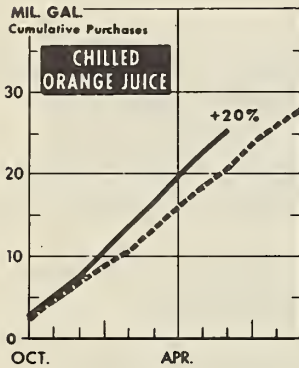
The upturn in purchases of frozen concentrated juices was accompanied by a decline in purchases of fruit drinks. As a result, the share of market held by the frozen concentrates rose from 24 to 31 percent, while the fruit drink share dropped from 44 to 37 percent. Single-strength juices accounted for 28 percent of total purchases in April-June of both 1964 and 1965.

Prices paid for frozen concentrated juices were down 25 percent from a year earlier. This was the first time in more than a year that frozen concentrated juices were less expensive than single-strength juices.

Cumulative purchases of frozen concentrated juices through June were up a third or 12.4 million gallons compared with the same period in 1963-64. (See figure in margin.) Cumulative expenditures were up about 10 percent.

## SINGLE-STRENGTH JUICES

### Chilled Orange Juice Enjoys an Expanding Market

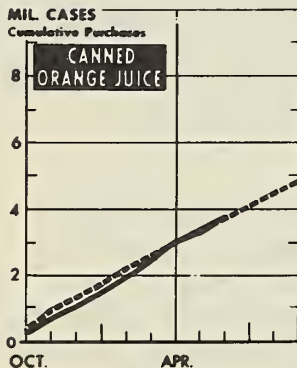


Household purchases of chilled orange juice in April-June 1965 were up 11 percent--809,000 gallons--from a year earlier to continue the upturn that has been in progress for more than a year. As a consequence, October-June cumulative purchases were up 20 percent--4.2 million gallons--to set a new high for this 9-month period. (See tables 2, 16-19 and figures 7-9.)

The upturn in the market primarily reflects the growing number of housewives who serve this product to their families. A slight increase in size of purchase also contributed to the gain in volume over 1963-64.

Retail prices were down to a 2-year low of 42.7 cents per quart. Nevertheless, since more families bought, October-June cumulative expenditures were up rather sharply to a new peak for this 9-year series.

### Relatively Few Buy Canned Orange Juice



Consumer purchases of canned single-strength orange juice in April-June were up 16 percent, and prices paid down 21 percent in comparison with a year earlier. Even so, purchases were only half as large as the 1957-61 average for the quarter. (See tables 3, 16-19, and figures 7-9.)

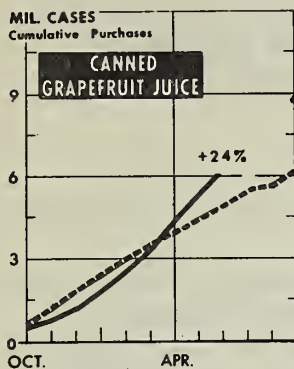
Despite more attractive prices, the proportion of families that bought canned orange juice held at the low year-earlier level. Hence, the gain in the market over the preceding April-June was entirely accounted for by a larger size of purchase per buying family.

October-June cumulative purchases were virtually the same as the record low volume of a year earlier. (See figure in margin.) Cumulative expenditures were down 10 percent to a new low.

### Use of Canned Grapefruit Juice Doubles

Consumer purchases of canned single-strength grapefruit juice in April-June were up 93 percent from a year earlier, and were well above the 1957-61 average for the quarter. Although prices paid were down 21 percent to a 2-year low, the amount consumers spent for the juice--per buying family as well as total--was about the highest recorded in this 16-year series. (See tables 4, 16-19 and figures 7-9.)

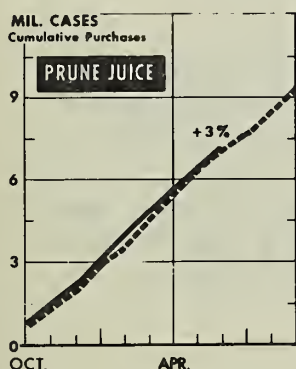




Purchase size averaged 2.5 cans per month among the 5.9 percent of the Nation's families that bought. Both components of retail sales were above levels that prevailed in most months since the early 1960s.

Retail movement of grapefruit juice has been on the upturn, and prices on the downturn throughout the reporting year that began October 1964. Cumulative purchases through June were up 24 percent or 1.2 million cases from a year earlier. (See figure in margin.) Cumulative expenditures were up 14 percent.

### Prune Juice Market Steady

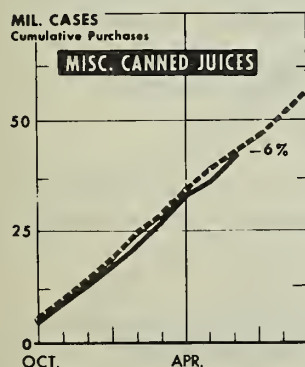


April-June purchases of prune juice held at the near record high volume of 1963-64. This was the first time for several years that purchases failed to rise over year-earlier levels. (See tables 5, 16-19 and figures 7-9.)

Prices paid in April-June were down moderately to a 10-year low of 39.5 cents per quart. Size of purchase climbed to a new high of 2.5 quarts per buying family. But despite lower prices, the proportion of families that bought was down from both a year and 2 years earlier.

Total purchases of prune juice in the report year that began in October 1964 were up 3 percent--236,000 gallons -- to a new high. (See figure in margin.) Cumulative expenditures held the same as in 1963-64.

### Sales of Miscellaneous Canned Juices Continue Slow



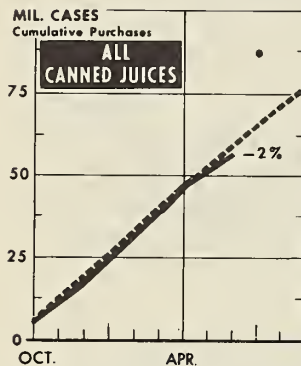
Purchases of miscellaneous canned single-strength juices, such as apple, grape, pineapple, tomato, and blends, remained on the downturn in April-June. As a result, the strong market that developed for them in early 1963 has declined to prefreeze levels. (See tables 7, 16-19 and figures 7-9.)

April-June purchases of canned noncitrus juices were down moderately from a year earlier and down 19 percent from 2 years earlier. As a result, the product group accounted for only 19 percent of the household market for juices and drinks, compared with 21 percent a year earlier.

Retail prices were lower than a year earlier, and these products continued to be the least expensive of reported juices. Nonetheless, neither the number of families buying nor the size of purchase were as large as in April-June 1964.

October-June cumulative purchases were off 6 percent--2.7 million cases--from the corresponding period of 1963-64. Cumulative expenditures also were down moderately.

### Canned Fruit Juices Found in Comparatively Few Homes



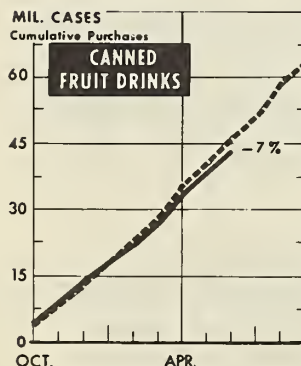
The total quantity of canned single-strength fruit juices bought for home use in April-June was up 4 percent--830,000 cases--from a year earlier. The increase was accounted for by sharply larger purchases of citrus juices that more than offset a downturn in the market for noncitrus items. (See tables 11, 16-19, and figures 7-9.)

Prices paid for canned juices were steady at 36.2 cents per 46-ounce can in April-June. This was within a cent or so of amounts that have been paid several years.

October-June cumulative purchases of canned juices were down 2 percent or 1.3 million cases from a year earlier to a 15-year low. Consumer outlay was off about 4 percent.

### FRUIT DRINKS

#### Fewer Families Buy Canned Fruit Drinks



The quantity of canned single-strength fruit drinks bought for household use in April-June was off 11 percent from the record-high volume of a year earlier. This group of products includes a wide variety of canned noncarbonated fruit drinks, ades, and punches; items marketed in glass or cartons are excluded. Fruit drinks differ from fruit juices in that they contain water. (See tables 12, 15-19 and figures 7-9.)

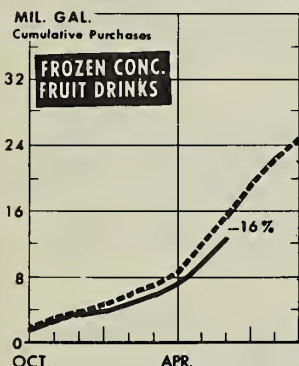
This was the second quarter in succession that purchases failed to measure up to year-earlier levels, and October-June cumulative purchases were down 7 percent--3.5 million cases--from the same months of 1963-64. This was the first time in this 6-year series that October-June purchases failed to rise over the year-earlier volume.

Only 24 percent of the Nation's families bought fruit drinks in April-June compared with 29 percent a year earlier. However, the average size of purchase was up slightly to a new high.



Prices paid for canned fruit drinks were steady at an average of 30.6 cents for 46-ounce can. Cumulative expenditures through June were off 9 percent from a year earlier.

### Frozen Fruit Drinks Face Declining Market

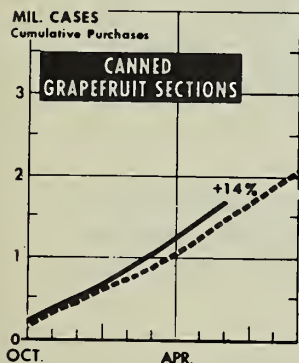


The consumer market for frozen concentrated fruit drinks has been deteriorating for more than a year. These frozen products, as in the case of canned fruit drinks, include a wide variety of noncarbonated fruit drinks, ades and punches. They differ from frozen concentrated juices in that they contain varying proportions of water.<sup>1/</sup> (See tables 9, 15-19, and figures 7 and 9.)

Prices paid for frozen drinks were down 12 percent from a year earlier and were the lowest recorded in the 2½ years for which data are available. Despite the incentive of lower prices, retail purchases were slow throughout the reporting year begun October 1964, and cumulative purchases through June were down 16 percent--2.5 million gallons--from the corresponding 9 months of 1963-64. (See figure in margin.)

### CITRUS SECTIONS AND SALADS

#### Fewer Families Buy Canned Grapefruit Sections



April-June purchases of canned grapefruit sections were up about 10 percent from a year earlier as prices dropped to a 2-year low of 25 cents per No. 303 can. (See tables 6, 17-19 and figures 7-9.)

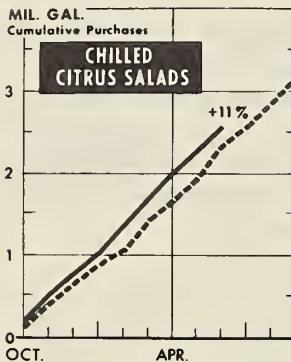
The increase in retail movement was entirely due to a larger size of purchase per buying family. That gain was partially offset, however, by the fact that the proportion of families buying was down to about the lowest level recorded for April-June in this 9-year series.

<sup>1/</sup> To compute purchases on a single-strength equivalent basis, frozen concentrated fruit juices are converted at 4 to 1; frozen concentrated fruit drinks, at 4.5 to 1. The latter is an approximation since the detail of purchase by product is not available. Cases are the equivalent of 24 No. 2 cans . . . 432 ounces per case, except 480 ounces for canned grapefruit sections.



October-June cumulative purchases were up 14 percent--205,000 cases--from the record low level of 1963-64. Cumulative expenditures were up 8 percent.

### Purchases of Chilled Citrus Salads and Sections



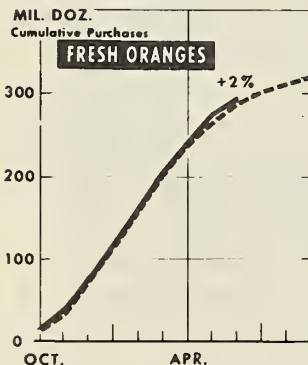
Household purchases of chilled citrus salads and sections in April-June were down moderately in comparison with the same months of the preceding year. The slowdown was accounted for by the fact that fewer families bought. (See tables 10 and 17-19.)

Prices paid were off 10 percent to 68 cents per quart, the lowest recorded since the freeze. Since purchases also were slow, expenditures per buying family, as well as total outlay for the quarter, were down from corresponding months of 1963-64.

Cumulative purchases through June were up 11 percent--248,000 gallons--from corresponding months of a year earlier. (See figure in margin.) Cumulative expenditures also were slightly larger.

### FRESH ORANGES AND GRAPEFRUIT

#### Some Increase in Use of Oranges



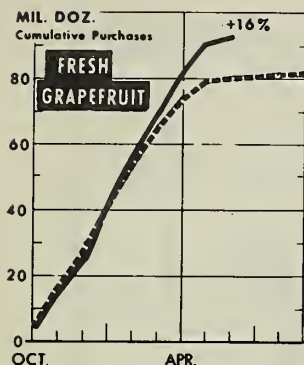
Housewives bought 2 percent more fresh oranges in April-June 1965 than they did in the same quarter of 1964.

Purchases have been a little above year-earlier levels in most months of 1964-65, and cumulative purchases through June were 2 percent--5.6 million dozen--ahead of the corresponding months of 1963-64.

The upturn in sales volume reflected an increase in the number of families buying tempered by a smaller size of purchase. (See tables 13, 17-19 and figures 7-9.)

In contrast to the price declines reported for all other products, prices paid for oranges were up 8 percent to a 2-year high of 64 cents per dozen. October-June cumulative expenditures also were up about 8 percent.

## Fresh Grapefruit Purchases Up Sharply



Consumer purchases of fresh grapefruit in April-June were up 52 percent--7.9 million dozen--from the same quarter of 1964. (See tables 14, 17-19 and figures 7-9.)

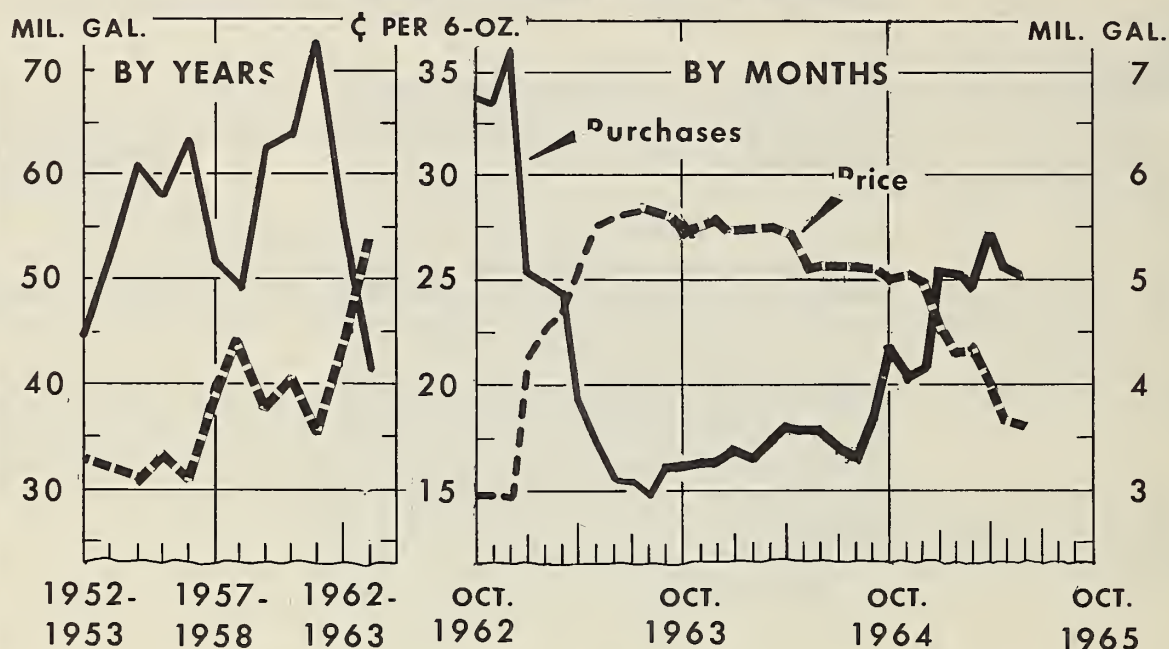
The upturn was brought about by an increase in the number of buying families together with a larger size of purchase.

April-June prices were down 16 percent from a year earlier to \$1.23 per dozen. Expenditures per buying family were off slightly, but since more families bought, total consumer outlay for the quarter was up 22 percent.

Purchases were above year-earlier levels in most months of 1964-65. Cumulative purchases through June were 16 percent--13.2 million dozen--ahead of the corresponding 1963-64 period. Cumulative expenditures were up 6 percent.

# FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

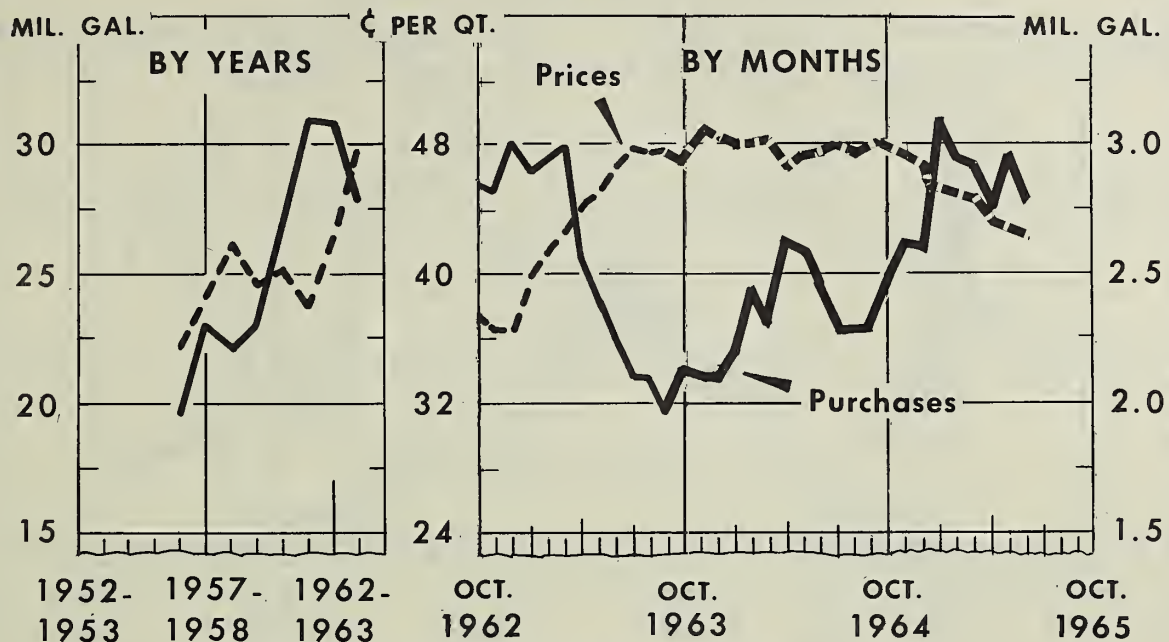
Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	Average : 1957-61 : 1,000 gallons	1963- : 1964 : 1,000 gallons	1964- : 1965 : 1,000 gallons	1963- : 1964 : Percent	1964- : 1965 : Percent	1963- : 1964 : Ounces	1964- : 1965 : Ounces	Average : 1957-61 : Cents	1963- : 1964 : Cents	1964- : 1965 : Cents
Oct.	5,111	3,238	4,369	20.5	23.0	36.4	42.6	19.7	27.7	25.0
Nov.	4,970	3,263	4,090	20.4	23.1	36.9	39.6	19.9	27.4	25.2
Dec.	4,996	3,240	4,163	20.3	23.2	36.4	40.0	19.6	27.8	24.9
Oct.-Dec.	15,077	9,741	12,622	---	---	---	---	---	27.6	25.0
Jan.	5,312	3,398	5,076	21.4	25.3	36.0	44.9	19.6	27.3	22.8
Feb.	5,207	3,283	5,046	20.4	25.8	36.4	43.7	19.6	27.4	21.3
Mar.	5,172	3,494	4,931	20.5	25.5	38.3	43.6	19.6	27.4	21.1
Jan.-Mar.	15,691	10,175	15,053	---	---	---	---	---	27.4	21.7
Apr.	5,147	3,649	5,353	20.7	25.6	39.5	46.5	19.3	27.0	19.7
May	4,941	3,572	5,105	20.5	23.5	39.3	48.1	19.3	25.7	18.1
June	4,740	3,551	5,044	19.8	24.0	39.4	46.7	19.5	25.7	18.0
Apr.-June	14,828	10,772	15,502	---	---	---	---	---	26.1	18.6
July	4,601	3,349		19.1		39.0		19.6	25.6	
Aug.	4,580	3,290		19.6		38.0		19.8	25.6	
Sept.	5,111	3,728		21.4		39.2		19.6	25.4	
July-Sept.	14,292	10,367		---		---		---	25.5	
Season	59,888	41,055		---		---		19.6	26.6	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



# CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

NEG. ER\$ 2538

ECONOMIC RESEARCH SERVICE

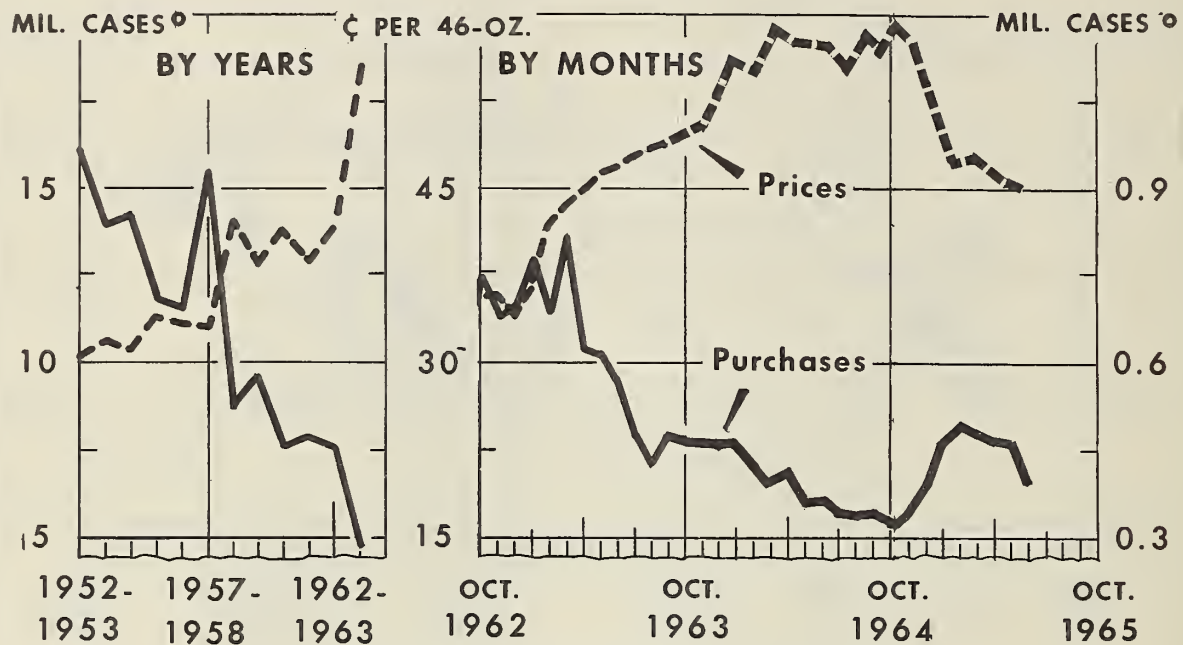
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	Average : 1957-61	1963-1964	1964-1965
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,144	2,475	5.1	5.3	97.5	103.4	39.7	47.3	47.8
Nov.	2,017	2,074	2,627	4.7	5.8	102.4	103.7	40.2	48.5	47.6
Dec.	1,911	2,097	2,604	4.7	5.4	99.0	105.9	40.0	48.1	46.6
Oct.-Dec.	5,878	6,315	7,706	---	---	---	---	---	48.0	47.3
Jan.	2,098	2,197	3,051	5.4	6.8	91.9	98.8	39.1	47.9	45.0
Feb.	2,288	2,440	2,946	5.5	6.7	98.9	97.4	38.7	47.9	45.0
Mar.	2,267	2,276	2,919	5.2	6.4	98.7	98.8	39.6	48.1	44.4
Jan.-Mar.	6,653	6,913	8,916	---	---	---	---	---	48.0	44.8
Apr.	2,239	2,677	2,742	6.1	6.1	97.7	99.2	39.3	46.4	43.2
May	2,339	2,565	2,953	5.6	6.2	103.0	104.6	38.7	47.4	42.6
June	2,291	2,412	2,768	5.3	6.2	99.9	99.4	38.3	47.7	42.3
Apr.-June	6,869	7,654	8,463	---	---	---	---	---	47.2	42.7
July	2,064	2,282		5.1		100.0		39.1	48.0	
Aug.	1,901	2,296		4.8		107.6		39.6	47.2	
Sept.	1,974	2,290		5.0		102.8		39.6	48.0	
July-Sept.	5,939	6,868		---		---		---	47.7	
Season	25,339	27,750		---		---		39.3	47.7	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

# CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

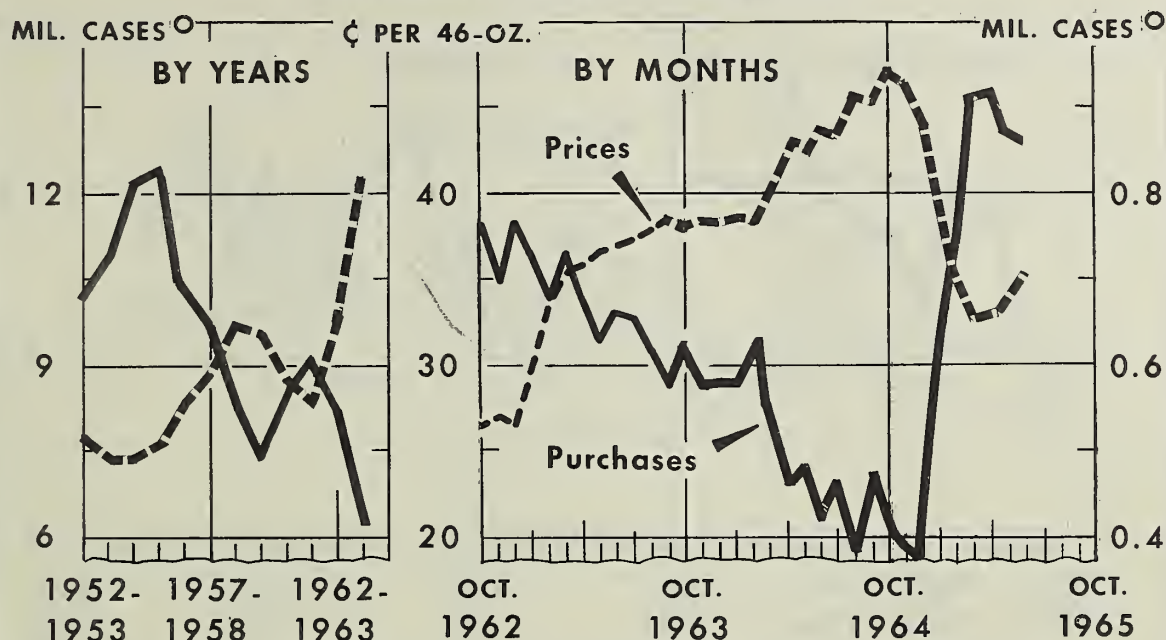
Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	455	323	4.5	3.0	78.5	82.5	37.8	50.2	58.7
Nov.	808	456	327	4.3	3.4	84.4	76.7	37.7	51.4	57.8
Dec.	754	450	392	4.4	3.8	79.3	77.1	38.1	53.7	53.8
Oct.-Dec.	2,414	1,361	1,042	---	---	---	---	---	51.8	56.8
Jan.	892	453	446	4.4	4.2	79.5	81.8	37.0	56.0	50.6
Feb.	909	415	497	4.3	4.4	77.0	86.3	37.5	55.4	47.0
Mar.	915	376	470	3.8	4.5	78.8	79.8	37.5	58.5	46.2
Jan.-Mar.	2,716	1,244	1,413	---	---	---	---	---	56.6	47.9
Apr.	881	401	460	4.2	3.9	77.1	88.8	37.8	57.7	46.3
May	838	365	453	3.8	3.9	73.5	88.7	37.9	57.5	45.3
June	806	362	396	3.5	3.6	80.5	83.6	37.7	57.5	45.0
Apr.-June	2,525	1,128	1,309	---	---	---	---	---	57.6	45.5
July	764	337		3.5		76.0		38.5	55.5	
Aug.	708	331		3.4		74.6		39.0	57.6	
Sept.	709	339		3.4		75.1		39.9	57.4	
July-Sept.	2,181	1,007		---		---		---	56.8	
Season	9,836	4,740		---		---		38.0	55.5	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.  
Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

○ EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U.S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540

ECONOMIC RESEARCH SERVICE

Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964- : 1965	1963- : 1964- : 1965	1963- : 1964- : 1965	1963- : 1964- : 1965	1963- : 1964- : 1965	1963- : 1964- : 1965	Average : 1957-61	1963- : 1964- : 1965	1963- : 1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct. :	772	620	404	4.9	3.3	97.2	93.1	30.3	37.9	47.3
Nov. :	683	566	379	4.6	3.5	96.7	82.6	30.7	38.4	46.5
Dec. :	643	576	371	4.7	3.4	95.1	83.3	30.4	38.3	44.1
Oct.-Dec. :	2,098	1,762	1,154	---	---	---	---	---	38.2	46.0
Jan. :	755	575	613	4.5	4.7	99.1	100.7	30.1	38.9	38.8
Feb. :	715	636	738	4.8	5.3	99.6	106.8	30.4	38.5	34.9
Mar. :	738	549	914	4.6	5.6	93.5	124.3	30.1	40.3	32.5
Jan.-Mar. :	2,208	1,760	2,265	---	---	---	---	---	39.2	35.4
Apr. :	793	461	916	4.0	5.8	89.4	120.0	29.1	42.8	32.7
May :	781	484	871	4.2	6.0	88.8	109.0	28.9	42.5	33.9
June :	714	427	862	3.8	5.8	86.3	113.7	29.2	43.5	35.2
Apr.-June :	2,288	1,372	2,649	---	---	---	---	---	42.9	33.9
July :	632	464		3.8		92.8		30.3	42.9	
Aug. :	683	389		3.4		87.6		29.9	45.3	
Sept. :	663	474		3.8		96.4		30.3	45.1	
July-Sept. :	1,978	1,327		---		---		---	44.4	
Season :	8,572	6,221		---		---		30.0	40.8	

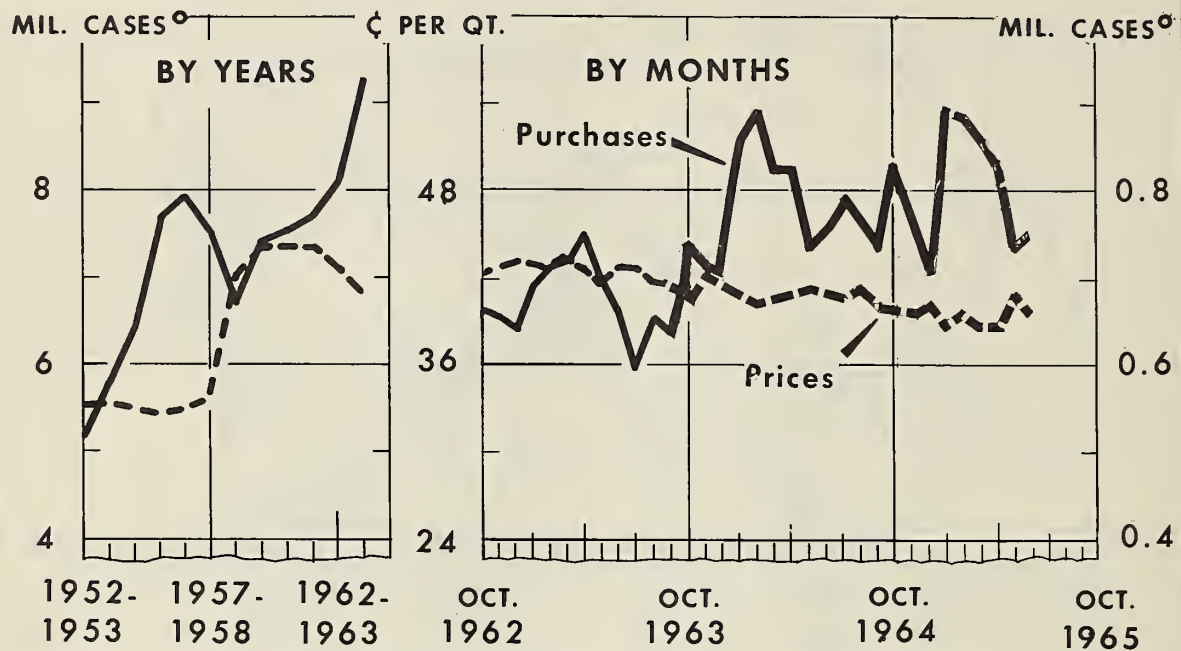
<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.



# PRUNE JUICE

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.  $\circ$  EQUIVALENT 24 NO. 2'S, 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ER5 2541 ECONOMIC RESEARCH SERVICE

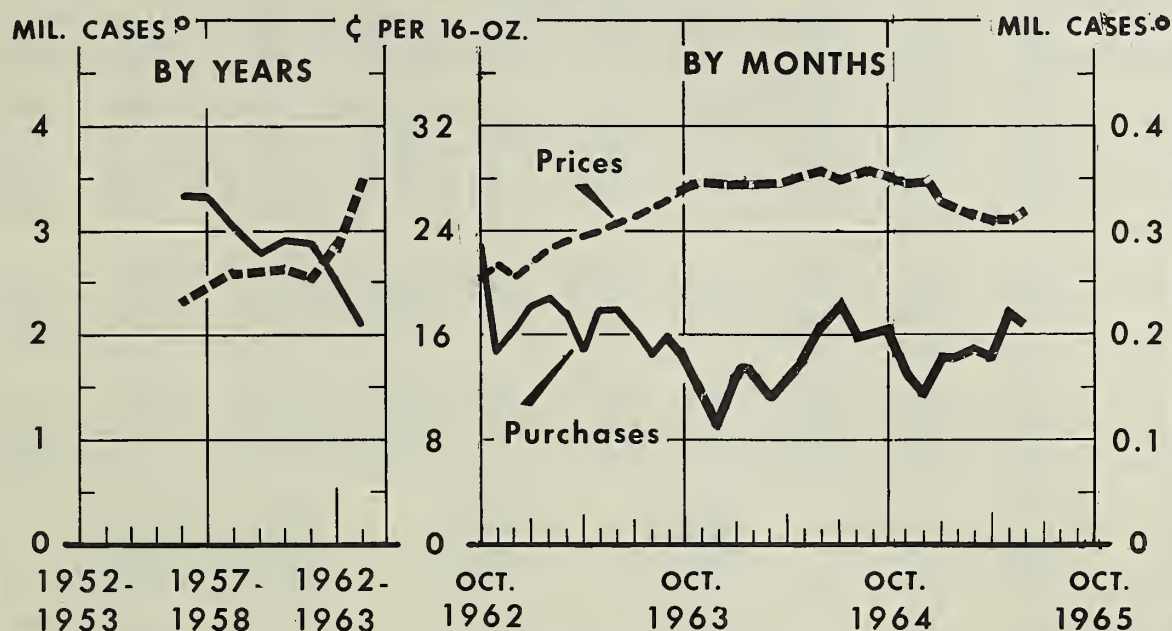
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per quart		
	Average : 1957-61	1963- : 1964- : 1965	1964- : 1965	1963- : 1964- : 1965	1964- : 1965	1963- : 1964- : 1965	1964- : 1965	Average : 1957-61	1963- : 1964- : 1965	1964- : 1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	731	826	7.3	8.0	77.6	78.4	39.9	40.8	39.9
Nov.	598	708	776	7.2	7.6	76.1	79.2	40.5	42.0	39.3
Dec.	599	706	706	7.3	7.2	74.5	75.4	40.8	41.6	40.1
Oct.-Dec.	1,829	2,145	2,308	---	---	---	---	---	41.5	39.8
Jan.	652	856	893	8.4	8.5	78.3	80.0	40.9	40.7	38.3
Feb.	653	888	890	8.7	8.2	78.9	81.2	41.4	40.5	39.0
Mar.	654	824	856	8.6	8.5	73.5	76.0	41.5	40.5	38.6
Jan.-Mar.	1,959	2,568	2,639	---	---	---	---	---	40.6	38.6
Apr.	602	826	827	8.0	7.6	78.1	81.9	41.7	40.8	38.6
May	607	734	737	7.4	7.0	75.8	80.2	41.8	41.1	40.3
June	600	756	754	7.4	7.2	77.7	79.7	41.7	40.9	39.5
Apr.-June	1,809	2,316	2,318	---	---	---	---	---	40.9	39.5
July	571	791		7.8		76.9		41.7	40.6	
Aug.	569	763		7.4		78.9		41.6	41.1	
Sept.	602	734		7.2		78.5		41.7	40.0	
July-Sept.	1,742	2,288		---		---		---	40.6	
Season	7,339	9,317		---		---		41.3	40.9	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid  $\Delta$



$\Delta$  REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

$\circ$  EQUIVALENT 24 NO. 2'S 480 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542

ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period <sup>1/</sup>	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	183	201	3.2	3.6	49.4	47.2	20.0	27.0	28.0
Nov.	249	143	161	2.9	2.6	43.0	52.5	20.3	27.8	27.7
Dec.	192	111	146	2.4	2.5	39.8	48.7	20.5	27.6	27.8
Oct.-Dec.	752	437	508	---	---	---	---	---	27.5	27.8
Jan.	245	164	179	3.1	3.3	45.8	46.0	20.2	26.9	26.4
Feb.	239	159	179	2.7	3.0	49.7	49.4	20.2	27.6	25.9
Mar.	225	142	184	2.9	3.0	41.4	51.5	20.4	27.5	25.5
Jan.-Mar.	709	465	542	---	---	---	---	---	27.3	25.9
Apr.	227	162	179	3.1	2.9	44.2	51.3	20.3	27.9	24.8
May	233	176	222	3.4	3.2	44.3	58.5	20.4	28.1	24.8
June	255	207	201	3.6	3.2	49.8	51.7	20.5	28.2	25.4
Apr.-June	715	545	602	---	---	---	---	---	28.1	25.0
July	264	234		3.9		51.4		20.7	27.6	
Aug.	253	199		3.3		52.1		20.4	28.2	
Sept.	284	200		3.1		55.5		20.4	28.2	
July-Sept.	801	633		---		---		---	28.0	
Season	2,977	2,080		---		---		20.4	27.7	

<sup>1/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.  
Equivalent cases 24 No. 2 cans ... 480 ounces per case.



Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	4,391	5,041	4,545	34.3	32.6	114.1	105.9	29.8	30.6	31.9
Nov.	4,535	4,619	4,563	34.1	33.8	103.6	102.3	29.9	31.5	32.3
Dec.	4,247	4,705	4,368	35.2	33.0	102.8	100.4	30.3	31.8	32.9
Oct.-Dec.	13,173	14,365	13,476	---	---	---	---	30.0	31.3	32.4
Jan.	5,340	5,106	4,661	36.8	34.1	107.4	102.9	29.8	32.0	32.2
Feb.	5,867	5,140	4,622	36.3	34.2	108.2	101.8	29.8	31.8	32.0
Mar.	6,242	4,982	4,736	36.6	35.0	105.2	102.1	30.0	31.9	31.8
Jan.-Mar.	17,449	15,228	14,019	---	---	---	---	29.9	31.9	32.0
Apr.	5,605	4,759	4,617	34.9	33.8	104.8	103.0	30.5	33.1	32.0
May	5,510	4,668	4,436	34.4	32.6	103.8	102.6	30.2	32.9	31.9
June	5,171	4,433	4,177	33.8	32.1	100.4	98.0	30.8	32.8	32.3
Apr.-June	16,286	13,860	13,230	---	---	---	---	30.5	32.9	32.1
July	4,720	4,328		32.2		101.4		31.4	32.6	
Aug.	4,740	4,256		32.0		100.9		31.5	31.5	
Sept.	4,748	4,220		31.3		102.2		31.7	32.1	
July-Sept.	14,208	12,804		---		---		31.5	32.1	
Season	61,116	56,257		---		---		30.5	32.0	

TABLE 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1962 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 6-ounce can		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	675	932	905	---	6.6	---	30.6	18.2	20.7	21.1
Nov.	643	853	823	6.1	6.4	32.1	28.9	18.2	21.2	21.7
Dec.	676	725	725	6.0	6.1	27.8	26.8	17.9	21.4	21.8
Oct.-Dec.	1,994	2,510	2,453	---	---	---	---	18.1	21.1	21.5
Jan.	1,027	981	976	7.8	7.4	28.9	29.5	18.2	21.3	20.9
Feb.	1,082	1,007	917	8.0	6.7	28.8	30.7	19.0	21.0	20.8
Mar.	1,106	944	1,033	7.6	7.4	28.5	31.4	19.1	21.6	20.4
Jan.-Mar.	3,215	2,932	2,926	---	---	---	---	18.8	21.3	20.7
Apr.	1,161	1,102	930	8.1	6.8	30.4	30.8	19.2	21.1	20.2
May	1,208	828	952	6.6	6.8	28.5	31.3	19.4	21.5	20.2
June	975	834	809	6.9	6.2	27.4	29.1	20.3	21.0	20.0
Apr.-June	3,344	2,764	2,691	---	---	---	---	19.6	21.2	20.1
July	903	800		6.3		28.8		20.3	21.1	
Aug.	872	832		6.3		29.6		20.6	20.6	
Sept.	822	794		6.3		28.7		21.0	21.2	
July-Sept.	2,597	2,426		---		---		20.6	21.0	
Season	11,150	10,632						19.3	21.1	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.



Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1962 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	1,000	1,000	1,000	26.1	24.3	1,000	1,000	1,000	14.7	13.9
Nov.	7,394	4,170	5,274	26.1	24.6	---	1,504	1,225	15.5	14.4
Dec.	7,312	4,116	4,913	26.6	24.4	---	1,077	1,020	15.2	14.4
Oct.-Dec.	7,891	3,965	4,888	26.3	24.5	---	917	782	15.1	14.2
	22,597	12,251	15,075				3,498	3,027		
Jan.	6,093	4,379	6,052	26.0	22.5	---	1,201	882	15.9	14.4
Feb.	6,065	4,290	5,963	25.9	21.2	---	1,126	782	16.0	14.4
Mar.	5,961	4,438	5,964	26.2	21.0	---	1,131	915	15.5	14.4
Jan.-Mar.	18,119	13,107	17,979	26.0	21.6	---	3,458	2,579	15.8	14.4
Apr.	4,962	4,751	6,283	25.6	19.8	1,458	1,545	1,212	15.0	12.7
May	4,601	4,400	6,057	24.9	18.4	2,519	3,247	2,783	12.2	10.8
June	4,044	4,385	5,853	24.8	18.3	3,623	3,360	3,018	11.6	10.7
Apr.-June	13,607	13,536	18,193	25.1	18.8	7,600	8,152	7,013	12.9	11.4
July	3,952	4,149		24.7		4,477	4,281		11.5	
Aug.	3,803	4,122		24.6		3,682	2,999		11.4	
Sept.	4,044	4,522		24.7		2,386	2,073		12.2	
July-Sept.	11,799	12,793		24.7		10,545	9,353		11.7	
Season	66,122	51,687		25.5		(18,145)	24,461		13.0	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1962 to date 2/

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 32-ounce jar		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	1,000	1,000	1,000							
Oct.	311	194	227	1.0	1.3	43.9	40.3	63.0	77.9	74.2
Nov.	394	256	279	1.3	1.6	47.4	41.6	61.6	68.9	72.7
Dec.	326	222	256	1.2	1.4	45.3	42.6	62.4	71.3	72.1
Oct.-Dec.	1,031	672	762	---	---	---	---	62.3	72.7	73.0
Jan.	295	222	290	1.2	1.4	44.5	48.6	64.8	76.1	68.4
Feb.	298	251	314	1.2	1.5	49.6	48.4	70.2	75.8	66.9
Mar.	286	224	323	1.3	1.6	41.8	46.4	72.5	74.6	66.6
Jan.-Mar.	879	697	927	---	---	---	---	69.2	75.5	67.3
Apr.	284	280	308	1.3	1.5	51.5	47.8	75.0	74.5	67.2
May	258	338	251	2.1	1.3	37.6	44.9	76.8	74.6	66.1
June	180	312	299	1.9	1.6	39.3	44.0	77.5	76.2	69.2
Apr.-June	722	930	858	---	---	---	---	76.4	75.1	67.5
July	144	288		1.4		46.4		80.7	75.5	
Aug.	134	260		1.4		41.8		82.6	75.8	
Sept.	119	225		1.2		45.5		82.5	74.1	
July-Sept.	397	773		---		---		81.9	75.1	
Season	3,029	3,072		---		---		70.2	74.6	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1957-61	1963- : 1964	1964- : 1965
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,847	6,098	41.5	39.0	128.2	118.5	---	35.6	37.8
Nov.	6,495	6,349	6,045	41.3	40.3	117.8	114.2	---	36.8	37.7
Dec.	6,152	6,437	5,837	41.8	39.1	117.7	113.2	---	37.0	38.0
Oct.-Dec.	19,379	19,633	17,980	---	---	---	---	---	36.5	37.8
Jan.	6,931	6,990	6,613	44.2	41.2	122.0	121.3	---	37.4	37.1
Feb.	6,940	7,079	6,747	43.8	41.7	123.4	121.8	---	37.1	36.6
Mar.	7,015	6,731	6,976	43.9	43.3	118.4	122.2	---	37.3	35.8
Jan.-Mar.	20,886	20,800	20,336	---	---	---	---	---	37.3	36.5
Apr.	6,875	6,447	6,820	41.8	41.6	118.5	124.5	---	38.6	35.9
May	6,817	6,251	6,497	40.4	40.6	117.8	121.2	---	38.2	36.1
June	6,454	5,978	6,189	40.0	39.8	114.2	117.8	---	38.4	36.5
Apr.-June	20,146	18,676	19,506	---	---	---	---	---	38.4	36.2
July	6,013	5,920		38.9		115.2		---	38.2	
Aug.	5,892	5,739		38.6		112.9		---	37.6	
Sept.	5,995	5,767		37.8		115.8		---	37.9	
July-Sept.	17,900	17,426		---		---		---	37.9	
Season	78,311	76,535		---		---		---	37.5	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per 46-ounce can		
	Average : 1959-61	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	1963- : 1964	1964- : 1965	Average : 1959-61	1963- : 1964	1964- : 1965
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,630	4,723	23.6	23.0	152.2	154.0	32.0	32.0	31.6
Nov.	2,577	3,990	4,222	21.9	21.6	143.2	149.6	32.8	32.2	32.0
Dec.	2,635	4,224	4,263	21.9	22.0	150.2	145.3	32.3	32.8	32.5
Oct.-Dec.	8,070	12,844	13,208	---	---	---	---	---	32.3	32.0
Jan.	3,235	5,094	4,854	25.0	23.0	156.0	158.4	31.8	32.1	31.4
Feb.	3,362	5,624	4,903	26.5	23.4	164.0	158.4	31.9	32.1	31.8
Mar.	3,408	5,471	4,692	26.5	23.1	160.3	154.4	31.7	32.1	31.8
Jan.-Mar.	10,005	16,189	14,449	---	---	---	---	---	32.1	31.7
Apr.	3,558	5,957	4,992	28.4	23.4	162.4	160.8	31.7	31.8	31.2
May	3,758	6,213	5,557	29.1	24.6	165.2	170.0	31.7	31.7	30.4
June	4,027	5,980	5,525	28.6	25.1	160.3	165.3	31.3	31.4	30.2
Apr.-June	11,343	18,150	16,074	---	---	---	---	---	31.6	30.6
July	4,007	6,201		28.6		165.8		30.8	30.9	
Aug.	3,486	5,498		25.8		164.1		31.1	31.0	
Sept.	3,233	4,937		23.2		162.2		31.5	31.6	
July-Sept.	10,726	16,636		---		---		---	31.2	
Season	40,144	63,819		---		---		31.7	31.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases No. 24 cans ... 432 ounces per case.



Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,888	12,673	13,527	15.4	16.2	17.8	17.7	62.4	62.3	67.1
Nov.	24,791	20,614	22,962	24.9	25.8	17.9	18.8	48.6	59.7	56.4
Dec.	42,444	40,586	41,422	40.8	41.4	21.4	21.2	49.4	55.8	58.7
Oct.-Dec.	80,123	73,873	77,911	---	---	---	---	51.2	59.3	60.7
Jan.	27,332	42,660	40,496	39.2	38.7	23.3	22.0	67.3	57.5	59.9
Feb.	25,296	43,928	43,868	39.5	41.2	23.8	22.4	72.9	57.4	61.4
Mar.	20,699	41,937	44,093	38.0	40.7	23.7	22.8	74.6	57.6	61.5
Jan.-Mar.	73,327	128,525	128,457	---	---	---	---	71.6	57.5	60.9
Apr.	18,016	35,406	36,822	32.7	34.9	23.1	22.1	77.4	61.2	63.1
May	16,790	28,964	30,349	28.1	30.2	22.0	21.1	75.3	58.3	63.9
June	13,997	21,673	20,502	21.8	22.9	21.3	18.8	68.6	56.3	63.7
Apr.-June	48,803	86,043	87,673	---	---	---	---	---	---	63.6
July	12,232	12,900		13.9		19.7		61.0	61.3	
Aug.	10,091	9,994		10.5		20.1		61.8	61.4	
Sept.	11,491	10,122		11.3		19.1		58.3	64.0	
July-Sept.	33,814	33,016		---		---		---	---	
Season	236,067	321,457		---		---		63.5	58.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1962 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchase per buying family		Prices paid per dozen		
	1962-1963	1963-1964	1964-1965	1963-1964	1964-1965	1963-1964	1964-1965	1962-1963	1963-1964	1964-1965
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grapefruit	Grapefruit	Cents	Cents	Cents
Oct.	5,796	6,410	4,661	19.2	15.0	7.2	6.6	96.5	117.3	131.6
Nov.	10,570	10,203	10,612	23.4	24.9	9.4	9.0	87.4	110.4	111.0
Dec.	11,349	10,760	11,334	23.5	24.2	9.8	9.9	88.4	109.5	109.7
Oct.-Dec.	27,715	27,373	26,607	---	---	---	---	89.7	112.4	117.4
Jan.	9,217	12,880	14,300	27.1	28.3	10.2	10.6	106.2	110.7	100.6
Feb.	10,191	13,057	14,514	26.8	27.6	10.5	11.1	106.8	110.8	98.9
Mar.	9,963	12,027	15,201	25.5	28.6	10.1	11.2	108.6	117.2	100.4
Jan.-Mar.	29,371	37,964	44,015	---	---	---	---	107.2	112.9	100.0
Apr.	8,933	8,375	12,464	19.1	24.0	9.4	10.9	115.6	137.0	108.0
May	5,946	4,370	7,203	11.8	16.7	7.9	9.0	133.2	154.2	123.2
June	2,663	2,454	3,437	7.4	9.6	7.0	7.5	163.5	158.6	137.2
Apr.-June	17,542	15,199	23,104	---	---	---	---	---	---	122.8
July	765	1,028		3.3		6.5		167.4	155.2	
Aug.	466	726		2.6		5.9		166.2	160.5	
Sept.	836	559		2.2		5.5		136.9	172.1	
July-Sept.	2,067	2,313		---		---		---	---	
Season	76,695	82,849		---		---		107.1	119.8	

1/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1962 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1962- cases	1963- cases	1964- cases	1963- cases	1964- cases	1965- cases	1963- cases	1964- cases	1965- cases
Monthly															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	1,000	19,027	19,401	+2.0
Nov.	10,110	5,504	6,331	5,949	6,338	6,314	2,905	3,990	4,222	1,407	1,329	1,000	17,239	18,196	+5.6
Dec.	10,903	5,486	6,468	5,684	6,270	5,933	2,839	4,224	4,263	1,201	1,023	1,000	17,181	17,687	+2.9
Oct-Dec:	31,333	16,537	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	3,000	53,447	55,284	+3.4
Jan.	8,363	5,706	7,978	7,250	7,124	6,711	4,176	5,094	4,854	1,553	1,153	1,000	19,477	20,696	+6.3
Feb.	8,132	5,664	8,088	7,865	7,221	6,599	4,594	5,624	4,903	1,448	1,024	1,000	19,957	20,614	+3.3
Mar.	8,192	5,739	8,092	8,272	6,925	6,816	4,703	5,471	4,692	1,480	1,210	1,000	19,615	20,810	+6.1
Jan-Mar:	24,687	17,109	24,158	23,387	21,270	20,126	13,473	16,189	14,449	4,481	3,387	3,000	59,049	62,120	+5.2
Apr.	6,547	5,979	8,531	7,730	6,891	6,546	5,075	5,957	4,992	2,018	1,619	1,000	20,845	21,688	+4.0
May	5,962	5,842	8,248	7,641	6,383	6,301	5,169	6,213	5,557	4,393	3,796	3,000	22,831	23,902	+4.7
June	5,526	5,712	8,055	6,985	6,177	5,890	5,035	5,980	5,525	4,561	4,135	3,000	22,430	23,605	+5.2
Apr-June:	18,035	17,533	24,834	22,356	19,451	18,737	15,279	18,150	16,074	10,972	9,550	6,000	66,106	69,195	+4.7
July	5,354	5,446		6,384	6,067		5,600	6,201		5,826			23,540		
Aug.	5,120	5,299		6,424	6,005		5,241	5,498		4,076			20,878		
Sept.	5,438	5,910		6,354	5,895		4,509	4,937		2,789			19,531		
July-Sept:	15,912	16,655		19,162	17,967		15,350	16,636		12,691			63,949		
Summary															
Oct.	10,320	5,547	6,637	5,851	6,876	6,443	3,304	4,630	4,723	1,974	1,598	1,000	19,027	19,401	+2.0
Nov.	20,430	11,051	12,968	11,800	13,214	12,757	6,209	8,620	8,945	3,381	2,927	3,000	36,266	37,597	+3.7
Dec.	31,333	16,537	19,436	17,484	19,484	18,690	9,068	12,844	13,208	4,582	3,950	3,000	53,447	55,284	+3.4
Jan.	39,696	22,243	27,414	24,734	26,608	25,401	13,244	17,938	18,062	6,135	5,103	5,000	72,924	75,980	+4.2
Feb.	47,828	27,907	35,502	32,599	33,829	32,000	17,838	23,562	22,965	7,583	6,127	6,000	92,881	96,594	+4.0
Mar.	56,020	33,646	43,594	40,871	40,754	38,816	22,541	29,033	27,657	9,063	7,337	7,000	112,496	117,404	+4.4
Apr.	62,567	39,625	52,125	48,601	47,645	45,362	27,616	34,990	32,649	11,081	8,956	8,000	133,341	139,092	+4.3
May	68,529	45,467	60,373	56,242	54,028	51,663	32,785	41,203	38,206	15,474	12,752	12,000	156,172	162,994	+4.4
June	74,055	51,179	68,428	63,227	60,205	57,553	37,820	47,183	43,731	20,035	16,887	16,000	178,602	186,599	+4.5
July	79,409	56,625		69,611	66,272		43,420	53,384		25,861			202,142		
Aug.	84,529	61,924		76,035	72,277		48,661	58,882		29,937			223,020		
Sept.	89,967	67,834		82,389	78,172		53,170	63,819		32,726			242,551		

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1963 to date <sup>1/</sup>

Month and year <sup>2/</sup>	Frozen concentrated juices <sup>3/</sup>			Chilled orange juice			Canned single-strength juices			Canned single- strength fruit drinks			Frozen concentrated fruit drinks <sup>3/</sup>			Average all items		
	:			:			:			:			:			:		
	Orange	Misc. <sup>4/</sup>	Average	Orange	Grape- fruit	Prune	Orange	Grape- fruit	Prune	Misc. <sup>4/</sup>	Average	Orange	Grape- fruit	Prune	Misc. <sup>4/</sup>	Average	Orange	Grape- fruit
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1963-64																		
October	6.9	5.2	6.5	8.9	4.9	7.6	6.5	4.9	7.6	4.0	4.6	4.2	4.2	3.3	4.2	4.6	5.0	5.0
November	6.8	5.3	6.5	9.1	5.0	7.9	6.7	5.0	7.9	4.1	4.8	4.2	4.2	3.5	4.2	4.8	5.2	5.2
December	7.0	5.4	6.6	9.0	5.0	7.8	7.0	5.0	7.8	4.1	4.8	4.3	4.3	3.5	4.3	4.8	5.2	5.2
January	6.8	5.3	6.5	9.0	5.1	7.6	7.3	5.1	7.6	4.2	4.9	4.2	4.2	3.6	4.2	4.9	5.2	5.2
February	6.8	5.2	6.5	9.0	5.0	7.6	7.2	5.0	7.6	4.1	4.8	4.2	4.2	3.7	4.2	4.8	5.1	5.1
March	6.8	5.4	6.6	9.0	5.3	7.6	7.6	5.3	7.6	4.2	4.9	4.2	4.2	3.5	4.2	4.9	5.2	5.2
April	6.8	5.3	6.4	8.7	5.6	7.6	7.5	5.6	7.6	4.3	5.0	4.1	4.1	3.4	4.1	5.0	5.1	5.1
May	6.4	5.4	6.2	8.9	5.5	7.7	7.5	5.5	7.7	4.3	5.0	4.1	4.1	2.7	4.1	5.0	4.7	4.7
June	6.4	5.2	6.2	8.9	5.7	7.7	7.5	5.7	7.7	4.3	5.0	4.1	4.1	2.5	4.1	5.0	4.7	4.7
July	6.4	5.3	6.2	9.0	5.6	7.6	7.2	5.6	7.6	4.3	5.0	4.0	4.0	2.5	4.0	5.0	4.5	4.5
August	6.4	5.2	6.2	8.8	5.9	7.7	7.5	5.9	7.7	4.1	4.9	4.0	4.0	2.5	4.0	4.9	4.6	4.6
September	6.4	5.3	6.2	9.0	5.9	7.5	7.5	5.9	7.5	4.2	4.9	4.1	4.1	2.7	4.1	4.9	4.9	4.9
Season	6.7	5.3	6.4	8.9	5.3	7.7	7.2	5.3	7.7	4.2	4.9	4.1	4.1	2.9	4.1	4.9	4.9	4.9
1964-65																		
October	6.2	5.3	6.1	9.0	6.2	7.5	7.6	6.2	7.5	4.2	4.9	4.1	4.1	3.2	4.1	4.9	5.1	5.1
November	6.3	5.4	6.2	8.9	6.1	7.4	7.5	6.1	7.4	4.2	4.9	4.2	4.2	3.3	4.2	4.9	5.2	5.2
December	6.2	5.4	6.1	8.7	5.8	7.5	7.0	5.8	7.5	4.3	5.0	4.2	4.2	3.3	4.2	5.0	5.2	5.2
January	5.7	5.2	5.6	8.4	5.1	7.2	5.6	5.1	7.2	4.2	4.9	4.1	4.1	3.3	4.1	4.9	5.0	5.0
February	5.3	5.2	5.3	8.4	4.6	7.3	6.1	4.6	7.3	4.2	4.8	4.2	4.2	3.3	4.2	4.8	4.9	4.9
March	5.3	5.1	5.2	8.3	4.2	7.2	6.0	4.2	7.2	4.2	4.7	4.2	4.2	3.2	4.2	4.7	4.8	4.8
April	4.9	5.0	4.9	8.1	4.3	7.2	6.0	4.3	7.2	4.2	4.7	4.1	4.1	2.8	4.1	4.7	4.6	4.6
May	4.5	5.0	4.6	8.0	4.4	7.6	5.9	4.4	7.6	4.2	4.7	4.0	4.0	2.3	4.0	4.7	4.2	4.2
June	4.5	5.0	4.6	7.9	4.6	7.4	5.9	4.6	7.4	4.2	4.8	3.9	3.9	2.3	3.9	4.8	4.2	4.2
July																		
August																		
September																		
Season																		

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. <sup>2/</sup> 4-weeks (28-days) per month; 48-weeks per season. <sup>3/</sup> Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. <sup>4/</sup> Includes citrus blends.



Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1963 to date <sup>1/</sup>

Month and year 2/	Frozen juices		Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit	
	Orange			Grapefruit		Prune	Misc.	All						
	Dol.	Dol.		Dol.	Dol.									Dol.
1963-64														
October	1.68	---	1.44	.86	.80	.99	.76	.99	.83	1.07	.92	.70		
November	1.69	1.13	1.55	.94	.81	1.00	.71	.94	.75	1.02	.89	.86		
December	1.69	.99	1.49	.92	.79	.97	.71	.95	.69	1.01	1.00	.89		
January	1.64	1.03	1.37	.97	.84	1.00	.75	.99	.77	1.06	1.12	.94		
February	1.66	1.01	1.48	.93	.84	1.00	.75	.99	.86	1.17	1.14	.98		
March	1.75	1.03	1.48	1.00	.82	.93	.73	.96	.71	.98	1.14	.98		
April	1.78	1.07	1.42	.97	.83	1.00	.75	1.00	.77	1.20	1.18	1.07		
May	1.68	1.02	1.53	.92	.82	.97	.74	.98	.78	.88	1.07	1.02		
June	1.69	.96	1.49	1.01	.82	.99	.72	.95	.88	.94	1.00	.92		
July	1.66	1.01	1.50	.92	.87	.97	.72	.96	.89	1.09	1.01	.84		
August	1.62	1.02	1.59	.93	.86	1.02	.69	.92	.92	.99	1.03	.79		
September	1.66	1.01	1.54	.94	.95	.98	.71	.96	.98	1.05	1.02	.79		
Season	1.68	1.03	1.49	.94	.84	.98	.73	.96	.82	1.04	1.04	.90		
1964-65														
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	.83	.93	.99	.72		
November	1.66	1.05	1.54	.97	.84	.97	.72	.93	.91	.95	.89	.83		
December	1.66	.97	1.54	.90	.80	.95	.72	.93	.85	.96	1.04	.90		
January	1.71	1.03	1.39	.90	.85	.96	.72	.98	.76	1.04	1.10	.89		
February	1.55	1.06	1.37	.88	.81	.99	.71	.97	.80	1.01	1.15	.91		
March	1.53	1.07	1.37	.80	.88	.92	.71	.95	.82	.97	1.17	.93		
April	1.53	1.04	1.34	.89	.85	.99	.72	.97	.80	1.00	1.16	.98		
May	1.45	1.05	1.39	.87	.80	1.01	.71	.95	.91	.93	1.12	.92		
June	1.40	.97	1.32	.82	.87	.98	.69	.93	.82	.95	1.00	.85		
July														
August														
September														
Season														

<sup>1/</sup> Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. <sup>2/</sup> Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.



Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1963 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges dollars	Fresh grape- fruit dollars	Total	
	Canned single-strength juices														
	Orange	Misc. 3/	Orange	Grape- fruit	Prune	Misc. 3/	Orange	Grape- fruit	Prune	Misc. 3/	Orange	Grape- fruit	Orange	Grape- fruit	
1963-64	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	
Oct.	19,134	4,116	4,056	2,207	4,026	14,487	13,914	4,705	4,705	1,482	605	7,895	7,519	86,291	
Nov.	19,073	3,858	4,024	2,041	4,014	13,664	12,066	3,554	3,554	1,193	706	12,307	11,264	89,965	
Dec.	19,215	3,310	4,035	2,072	3,965	14,051	13,011	2,991	2,991	919	633	22,647	11,782	100,900	
Jan.	19,790	4,458	4,209	2,101	4,703	15,345	15,356	4,068	4,068	1,323	676	24,530	14,258	113,199	
Feb.	19,190	4,511	4,675	2,300	4,855	15,350	16,954	3,842	3,842	1,317	761	25,215	14,467	115,596	
March	20,423	4,350	4,379	2,078	4,505	14,925	16,493	3,740	3,740	1,172	668	24,156	14,096	113,051	
April	21,018	4,960	4,969	1,853	4,550	14,793	17,790	4,942	4,942	1,356	834	21,668	11,474	112,380	
May	19,584	3,798	4,863	1,932	4,073	14,423	18,496	8,467	8,467	1,484	1,009	16,886	6,739	103,725	
June	19,469	3,736	4,602	1,744	4,174	13,655	17,634	8,328	8,328	1,751	951	12,202	3,892	94,093	
July	18,290	3,601	4,381	1,869	4,335	13,250	17,995	10,483	10,483	1,938	870	7,908	1,595	88,272	
Aug.	17,968	3,656	4,335	1,655	4,234	12,590	16,006	7,325	7,325	1,684	788	6,136	1,165	79,333	
Sept.	20,200	3,591	4,397	2,008	3,964	12,722	14,651	5,405	5,405	1,692	667	6,478	962	78,564	
Season	233,354	47,945	52,925	23,860	51,398	169,255	190,366	67,850	67,850	17,311	9,168	188,028	99,213	1,175,369	
1964-65															
Oct.	23,301	4,074	4,732	1,795	4,449	13,616	14,016	3,639	3,639	1,688	674	9,077	6,134	88,976	
Nov.	21,987	3,810	5,002	1,655	4,117	13,841	12,688	3,125	3,125	1,338	811	12,951	11,779	94,879	
Dec.	22,114	3,372	4,854	1,537	3,822	13,496	13,011	2,410	2,410	1,218	738	24,315	12,433	105,301	
Jan.	24,689	4,352	5,492	2,334	4,617	14,095	14,314	2,714	2,714	1,418	793	24,257	14,386	115,580	
Feb.	22,929	4,069	5,303	2,419	4,686	13,890	14,642	2,409	2,409	1,391	840	26,935	14,354	116,061	
March	22,196	4,496	5,184	2,790	4,461	14,144	14,012	2,803	2,803	1,408	860	27,117	15,262	116,772	
April	22,497	4,008	4,738	2,813	4,309	13,875	14,627	3,275	3,275	1,332	828	23,235	13,461	110,998	
May	19,712	4,102	5,032	2,773	4,010	13,289	15,865	6,397	6,397	1,652	664	19,393	8,874	103,690	
June	19,369	3,452	4,683	2,850	4,021	12,670	15,670	6,893	6,893	1,532	828	13,060	4,716	91,418	
July															
Aug.															
Sept.															
Season															

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

Table 19.--Average monthly consumer purchases and prices paid for citrus fruit, juices, drinks and other products, April-June 1964 and 1965 1/

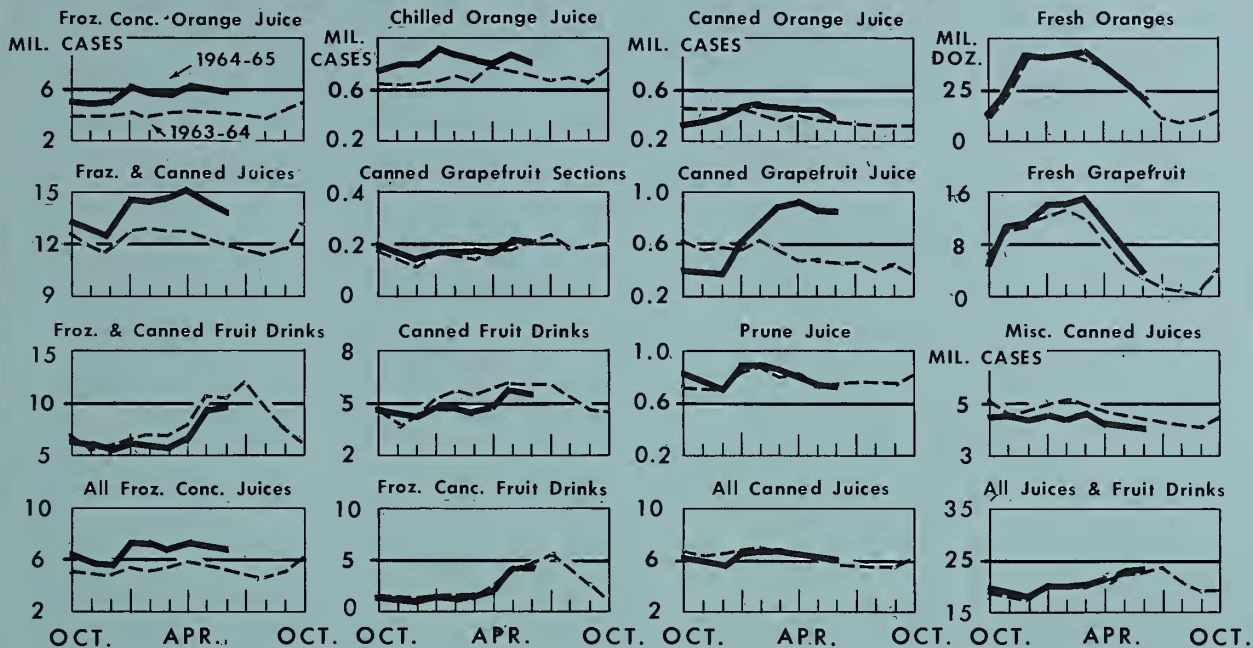
Product	Total consumer purchases				Proportion of families buying		Purchases per buying family				Average prices paid	
	Volume - 1,000 units		Share of market		Pct.	Pct.	No.	No.	Average each purchase		Oz.	Cent
	Gal.	Pct.	Pct.	Pct.					Oz.	Oz.		
Juices	Gal.	Pct.	Pct.	Pct.	Pct.	Pct.	No.	No.	Oz.	Oz.	Oz.	Cent
Frozen concentrated:												
Orange	3,591	5,167	+43.9	19.3	26.6	20.3	2.0	1.8	19.8	25.4	47.1	26.1
Miscellaneous	921	897	-2.6	5.0	4.6	7.2	1.7	1.8	16.5	17.2	30.4	21.2
Total concentrated	4,512	6,064	+34.4	24.3	31.2	---	---	---	---	---	---	6.3
Chilled orange	2,551	2,821	+10.6	3.4	3.6	5.7	2.5	2.3	41.1	44.1	101.1	42.7
Canned single-strength												
Orange	376	436	+16.0	1.7	1.9	3.8	1.7	1.7	44.8	52.5	77.0	57.6
Grapefruit	457	883	+93.2	2.1	3.8	4.0	1.5	1.5	57.5	73.3	88.2	42.9
Prune	772	773	+0.1	3.5	3.4	7.6	1.8	1.8	43.3	44.4	77.2	40.9
Miscellaneous	4,620	4,410	-4.5	21.0	19.1	34.4	2.0	2.0	50.9	51.4	103.0	32.9
Total canned	6,225	6,502	+4.4	28.3	28.2	40.7	2.4	2.3	49.8	52.6	116.8	5.0
Total juices	12,328 3/4	14,524 3/4	+17.8	56.0	63.0	---	---	---	---	---	---	5.8
Fruit Drinks												
Frozen concentrated	Gal.	Gal.		16.6	13.8	---	---	---	---	---	---	11.4
	2,717	2,338	-14.0									
Canned single-strength	6,050	5,358	-11.4	27.4	23.2	28.7	2.2	2.2	73.9	75.8	165.4	31.6
Total fruit drinks	9,707 3/4	8,541 3/4	-12.0	44.0	37.0	---	---	---	---	---	---	3.4
Total Juices & Fruit Drinks	22,035 3/4	23,065 3/4	+4.7	100.0	100.0	---	---	---	---	---	---	4.3
Processed Citrus Fruit:												
Canned grapefruit sections:	182	201	+10.4	---	---	3.4	1.4	1.4	32.5	37.1	53.8	28.1
Chilled salads & sections:	Gal.	Gal.		---	---	---	---	---	---	---	---	75.1
	310	286	-7.7	---	---	---	---	---	---	---	---	67.5
Fresh Citrus Fruit:												
Oranges	Doz.	Doz.		---	---	---	---	---	---	---	---	58.6
Grapefruit	28,681	29,224	+1.9	---	---	---	---	---	---	---	---	149.9
	5,066	7,701	+52.0	---	---	---	---	---	---	---	---	122.8

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Equivalent cases of 24 No. 2 cans ... 432 ounces per case, except 480 ounces for grapefruit sections. 3/ Includes single-strength equivalent of frozen concentrates with concentrated juices converted at 4 to 1, and concentrated fruit drinks at 4.5 to 1. The latter is an approximation since purchases by concentration, which vary widely by season, are not known. #6-ounce serving.



## CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



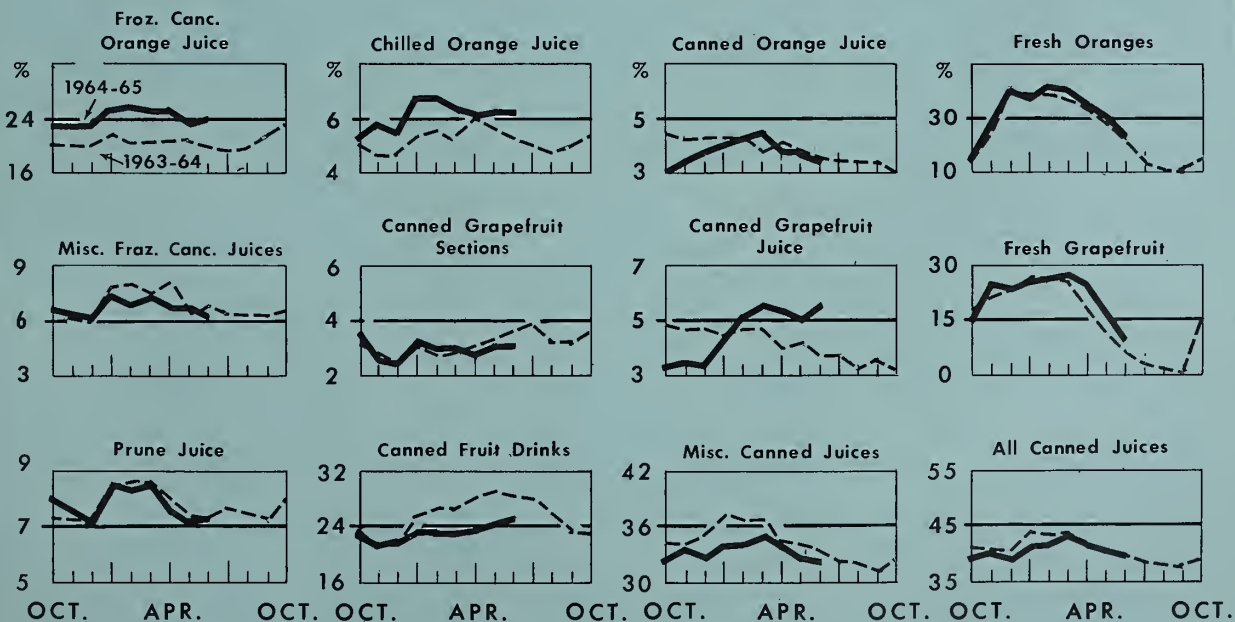
BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2569 ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

U. S. DEPARTMENT OF AGRICULTURE

NEG. ERS 2570 ECONOMIC RESEARCH SERVICE

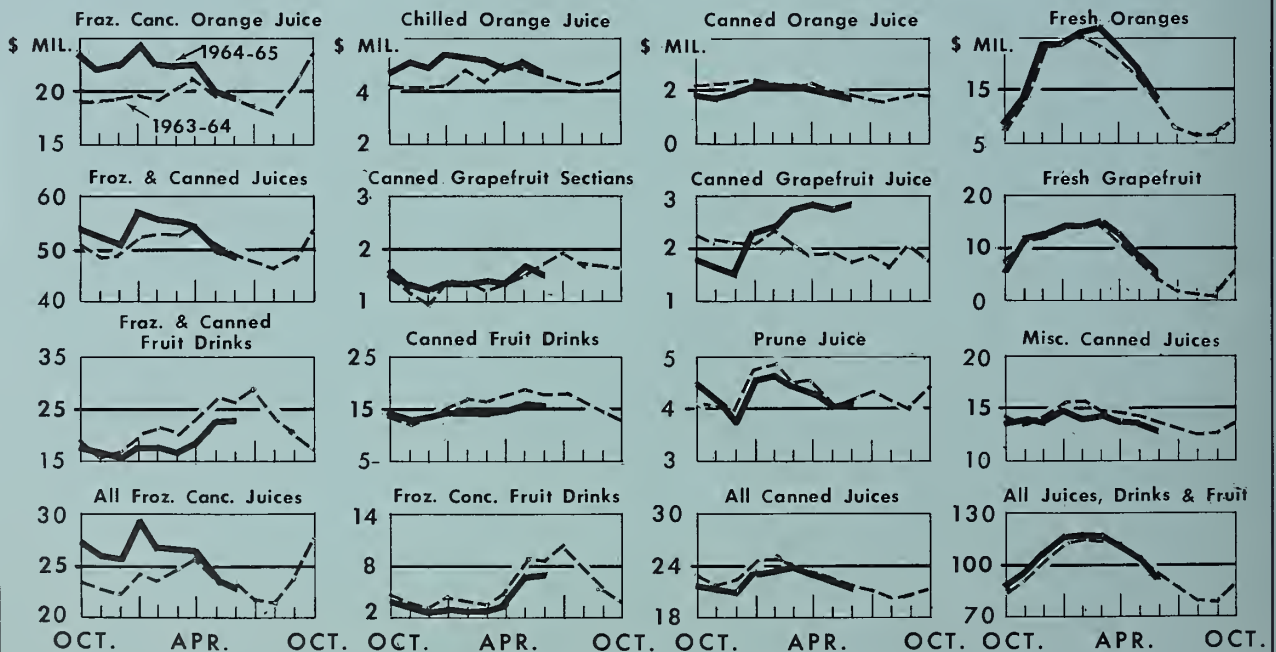


Washington D. C. 20250

Official Business

## CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9